

Marketing

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We decided to introduce the Repackage to Gregory, an outdoor bag production company, because Gregory has a good brand name. In different aspects, such as the quality, Gregory has many special ingredients to make bags, such as the "Area-Tech Mesh", a fabric with AD weaved, this fabric has extremely high permeability, and it's suitable to make the Larkspur.

Furthermore, Gregory provides warranty repair. If the bags have a quality problem that is damaged quickly, Gregory can repair it for you free or even give you a new one. This after-sale service is a guarantee to customers.

For the price, a Gregory bag which is normal and has no special functions, is around \$1200. After merging the radiating system, we estimated the price of the Repackage would be around \$1500, and we coordinated the Repackage as a premium product, which means it has high quality and high cost, but does not reach the luxury level yet. As our target segment is middle class, so that the price is acceptable because it is just slightly expensive compared to other normal bags.

Then, the place of selling this product, as Gregory has no specialty store in Hong Kong, the Repackage should be sold like other Gregory bags, which are sold through a distributor. About the locations of the selling point, we thought that they should be in the shopping area of teenagers such as Monggo and Causeway Bay, because we are targeting mostly generation Y, so that we should put more Repackage in their sight.

Also, as nowadays internet and information technology are developed rapidly, many people love to buy items online, we suggest to sell the Larkspur through an online shop, and people can buy it online and get it

through the express delivery, which is convenient and save effort. Finally, for the promotion, advertising through media is a good way to sell our

Larkspur, we can advertising by making a big banner in the place like Mongo, because as we mentioned before, there are the shopping areas of many generation Y, so that they can know there is a innovative product called Repackage. Also, we can set some sample of Repackage in the selling point, thus the customers who are interested in our Larkspur can test it, feel it, and know the great comfort of it. Marketing - ups BY Williamsburg About the product, our product is an innovative backpack called Repackage, which is enforceable in winter too.

We decided to introduce the Repackage to Gregory, a outdoor bag productions company, because Gregory have a good brand name in extremely high permeability, and it's suitable to make the Repackage. Furthermore, Gregory provide warranty repair, if the bags have quality problem that damaged quickly, Gregory can repair it for you free or even give you a new one, this after sale services is a guarantee to customers. Our target segment is middle class, so that the price is acceptable because it is just

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